RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #091800
Mr. G. Burns
CAPITAL CANDY CO., INC.

JANUARY CTS: DORAL $7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear George:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with 64 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	4
Lt 100	12300-24865	8
Men Lt 100	12300-24868	4
FF	12300-24869	4
FF 100	12300-24866	8
Ult Lt 100	12300-24870	4

Displays (Item #535805)

SKU CUBE:	**0.9982**
SKU WT (w/o Product):	**2.4900 lbs**
Retail Sales Offer per Sku:	**10 units**
Billing per Sku:	**10 Savings Cartons**
Product / Display Arrival:	**January 6, 1998**
Ship Date to Retail:	**Week of: January 19, 1998**
EFT $ Amount:	**$4,857.62**

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Source: https://www.industrydocuments.ucsf.edu/docs/kkny0000

$7.50 15-Pack
CAPITAL CANDY CO., INC.

Promotion Description:
Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $28.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$144.00 (16 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/kkny0000

PROMOTION #800007: DORAL $7.50 OFF 15-PACKS

CUSTOMER LIST

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED

ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:
ONE 15-PK CARTON EACH (DORAL LT / LT MEN 100/ FF/ ULT LT 100); AND
THREE 15-PK CARTONS EACH (LT 100/ FF 100)

#/ CARTONS PER STYLE
DORAL

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT	LT 100	LT MN 100	FF	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
163807	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRISES	LACONIA	NH		30	60	30	30	60	30	91800	CAPITAL CANDY CO INC	14290
163807	743970	CASE N KEG	5 MILL ST	MEREDITH	NH		30	60	30	30	60	30	91800	CAPITAL CANDY CO INC	
112208	655030	KEVINS DISCOUNT CTR	ROUTE 16	W OSSIPEE	NH		30	60	30	30	60	30	91800	CAPITAL CANDY CO INC	37283
112204	524829	VASHAWS VARIETY	302 MAIN ST	GORHAM	NH		30	60	30	30	60	30	91800	CAPITAL CANDY CO INC	
						64								***CASE TOTALS: 4/8/4/4/8/4***	

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Source: https://www.industrydocuments.ucsf.edu/docs/kkny0000

WHOLESALER PACKING INSTRUCTIONS

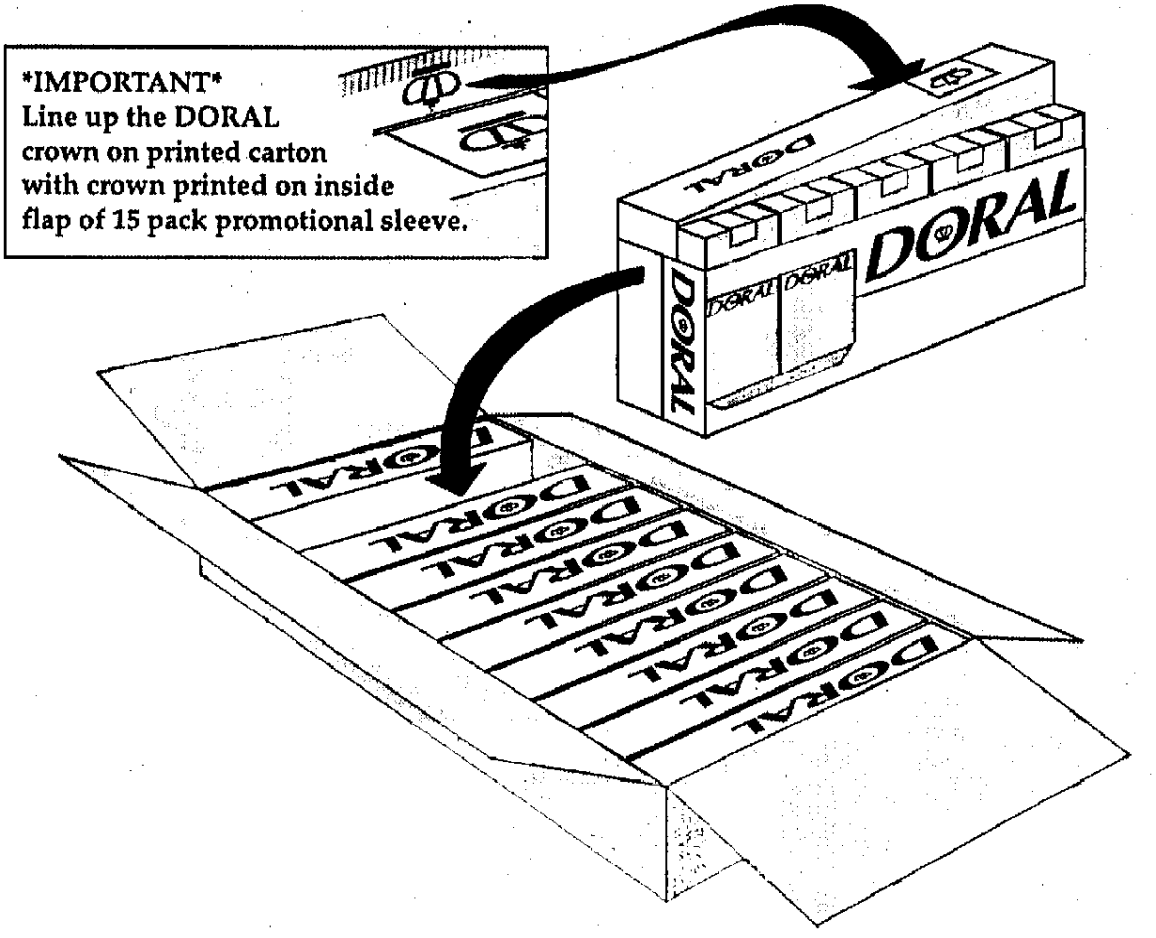
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January DORAL $7.50/15 PK

(Load 5 packs/Load 1 carton)

STEPS

1. Open DORAL $7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.



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Item: # 535805
Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Course 10		Carton	Brand Mix in Display		

Source: https://www.industrydocuments.ucsf.edu/docs/kkny0000